

## ORDER



**Orders**  
**Order / Rev:** 713113  
**Alt Order #:** 06312853  
**Product Desc:** OFA SCHEDULE A  
**Estimate:** 1768  
**Flight Dates:** 09/13/12 - 09/19/12  
**Original Date / Rev:** 09/12/12 / 09/12/12  
**Order Type:** Political

## WJXX-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** Obama For America  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/10/12	09/16/12	15	\$4,780.00	\$4,063.00
09/17/12	09/23/12	22	\$3,885.00	\$3,302.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	37	\$8,665.00	\$7,365.25	0.00
<b>Totals</b>	<b>37</b>	<b>\$8,665.00</b>	<b>\$7,365.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	09/13/12	09/19/12	America This Morning America This Morning	CM	430-5a	MTWT--S	:30	2	\$20.00	P-3	0.00	NM	2	\$40.00
ABC WORLD NEWS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	MTWT--S			2			\$20.00		0.00			
2	WJXX	09/13/12	09/19/12	Nightline Nightline	CM	M-F 11:35p-12:05a	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
ABC NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	MTWTF--			3			\$200.00		0.00			
3	WJXX	09/13/12	09/19/12	The View M-F 11a-12p View	CM	M-F 11a-12p	MTWTF--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	MTWTF--			2			\$225.00		0.00			
4	WJXX	09/13/12	09/19/12	M-F 12P-1P M-F 12P-1P	CM	M-F 12-1P (12:00 PM-12:30 PM)	MTWTF--	:30	3	\$60.00	P-3	0.00	NM	3	\$180.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	MTWTF--			3			\$60.00		0.00			
5	WJXX	09/13/12	09/19/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	MTWTF--	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
FIRST COAST NEWS @ 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	MTWTF--			2			\$80.00		0.00			

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Advertiser: Obama For America  
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**WJXX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WJXX	09/13/12	09/19/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
				FIRST COAST NEWS @ 530											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	MTWTF--					2	\$110.00		0.00			
7	WJXX	09/13/12	09/19/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	MTWTF--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
				FIRST COAST NEWS @ 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	MTWTF--					2	\$130.00		0.00			
8	WJXX	09/13/12	09/19/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
				GOOD MORNING JACKSONVILLE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	MTWTF--					2	\$90.00		0.00			
9	WJXX	09/13/12	09/19/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	MTWTF--	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
				FIRST COAST NEWS @ 7											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	MTWTF--					1	\$275.00		0.00			
10	WJXX	09/13/12	09/19/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	MTWTF--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
				GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	MTWTF--					2	\$110.00		0.00			
11	WJXX	09/13/12	09/19/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
				EXTRA EFF: 8/13/12											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	MTWTF--					2	\$200.00		0.00			
12	WJXX	09/13/12	09/19/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	MTWTF--	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
				LIVE W/ KELLY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	MTWTF--					2	\$75.00		0.00			
13	WJXX	09/17/12	09/17/12	Mon Prime Other Mon Prime Special	CM	Prime Special	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
				DANCING WITH THE STARS EFF: 9/17/12											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					1	\$1,500.00		0.00			
14	WJXX	09/15/12	09/15/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				FIRST COAST NW@630 WKD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$150.00		0.00			
15	WJXX	09/15/12	09/15/12	Sa 7-8P Sa 7p-8p	CM	Sa 7p-8p (7:30 PM-8:00 PM)	-----S-	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
				THE CLOSER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$125.00		0.00			
16	WJXX	09/16/12	09/16/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				THIS WEEK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$150.00		0.00			
17	WJXX	09/16/12	09/16/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
				FIRST COAST NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$175.00		0.00			
18	WJXX	09/16/12	09/16/12		CM	Sun 7a-730a	-----S	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				GMJ Sunday											
				GMJ Sunday											
				GOOD MRNG JCKSNVLE SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S			1		\$55.00			0.00			
19	WJXX	09/16/12	09/16/12	GMA Sunday	CM	GMA Sunday	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				GMA Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S			1		\$150.00			0.00			
20	WJXX	09/16/12	09/16/12	Sun Prime B	CM	8-9p	-----S	:30	1	\$1,050.00	P-3	0.00	NM	1	\$1,050.00
				Sun Prime B											
				ONCE UPON A TIMEEFF: 9/23/12											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S			1		\$1,050.00			0.00			
21	WJXX	09/13/12	09/19/12	FCN News at 11pm	CM	M-Su 11p-11:35p	MTWTFSS	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
				M-Su 11-11:35p											
				FCN TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/13/12	09/19/12	MTWTFSS			3		\$225.00			0.00			
22	WJXX	09/13/12	09/13/12	Thu Prime C	CM	10-11p	---T---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
				SCANDALEFF: 9/27/12											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---			1		\$1,500.00			0.00			
													Totals	37	\$8,665.00